Generative AI:
Create Compelling Content Effortlessly

FUTURESKILLS
CONNECTION TECHNOLOGY 裝備未來

Are you ready to create stunning content with AI tools?

This workshop will help you **master the FREE AI tools to generate images, video, music**, etc. You will also learn **how AI-generated content meets Google's guidelines** and how to evaluate the effectiveness.

Programme code	10015035-05
Date and time	28 Feb 2024 (Wed) 14:00 - 17:30 [Total: 3.5 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK$1,500/ HK$1,350* *Group discount for 2 or more

Course Objectives

- ✓ Understand the concept and benefits of generative AI in content creation

- ✓ Learn how to use various generative AI techniques to create content such as **text-to-image, text-to-video, and text-to-music**

- ✓ Understand **how AI can be used for SEO** best practices and how to create AI-generated content that meets Google's guidelines

- ✓ Learn how to use **speech-to-text** generation and OpenAI API for **bulk content creation**

- ✓ Gain practical experience by participating in hands-on exercises to create content using generative AI techniques

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Target Audience

The course is designed for individuals or professionals who are interested in learning about generative AI and its applications in content creation.
This course is suitable for:

- **Entrepreneurs, SME owners or Anyone** who want to create unique and engaging content with least effort and resources
- **Content creators** such as writers, bloggers, and social media managers who want to explore new ways to create content more efficiently and effectively.
- **Marketers and SEO professionals** who want to learn how to use AI to optimize their content for search engines.
- **Developers and AI enthusiasts** who want to learn about the latest AI techniques and tools available for content creation.

Course Outline

1. Introduction

- A. Introduce the concept of generative AI and its applications in content creation
- B. Discuss the benefits of using generative AI for content creation
- C. Provide an overview of the course curriculum and learning objectives

2. Text to Image

- A. Explain the process of converting text into images using generative AI
- B. Discuss the various tools and techniques available for text-to-image generation
- C. Provide examples of how text-to-image generation can be used in content creation
- D. Conduct a hands-on exercise to practice text-to-image generation using open-source tools

3. Text to Video

- A. Explain the process of converting text into videos using generative AI
- B. Discuss the various tools and techniques available for text-to-video generation
- C. Provide examples of how text-to-video generation can be used in content creation
- D. Conduct a hands-on exercise to practice text-to-video generation using open-source tools

Course Outline

4. Text to Music

A. Explain the process of converting text into music using generative AI
B. Discuss the various tools and techniques available for text-to-music generation
C. Provide examples of how text-to-music generation can be used in content creation
D. Conduct a hands-on exercise to practice text-to-music generation using open-source tools

5. AI for SEO Best Practice

A. Discuss the role of AI in search engine optimization (SEO)
B. Explain how AI can be used to improve SEO best practices
C. Provide examples of how AI can be used to optimize content for search engines
D. Conduct a hands-on exercise to practice using AI for SEO best practices

6. Google Guideline for AI Content

A. Discuss Google's guidelines for AI-generated content
B. Explain how to ensure that AI-generated content meets Google's guidelines
C. Provide examples of how to create AI-generated content that meets Google's guidelines
D. Conduct a hands-on exercise to practice creating AI-generated content that meets Google's guidelines
E. How to evaluate the effectiveness

7. Speech to Text

A. Explain the process of converting speech to text using generative AI
B. Discuss the various tools and techniques available for speech-to-text generation
C. Provide examples of how speech-to-text generation can be used in content creation
D. Conduct a hands-on exercise to practice speech-to-text generation using open-source tools

8. Bulk Content Creation via OpenAI API

A. Discuss the benefits of using OpenAI API for bulk content creation
B. Explain how to use OpenAI API for bulk content creation
C. Provide examples of how OpenAI API can be used for bulk content creation
D. Conduct a hands-on exercise to practice using OpenAI API for bulk content creation

Award of Certificate

A Certificate of Attendance will be awarded to participants who have completed the course.

Trainer's Profile

Ivan SO is a seasoned trainer with 18 years of SEO and WordPress experience. He built dozens of sites to test SEO and hundreds of WordPress & WooCommerce sites. Recently, he conducted a number of ChatGPT and Generative AI sharing sessions for the public and corporates.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR

2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: *HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Maggie CHEUNG).*
Please indicate the course name and course code on the **back of the cheque and envelope**. OR

3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.
Office hours: Monday to Friday 09: 00 - 18: 00

http://u.hkpc.org/aP6